

## ALBA launching Food Stamp bonus at local farmers markets

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Beginning today, people who spend \$10 with their food stamp cards at selected farmers' markets will receive a bonus \$5 in tokens to purchase fresh fruits and vegetables.



The FUNDamentally FRESH Campaign is an incentive for food stamp recipients to shop at farmers' markets.

Its aim is to direct a portion of public assistance dollars to local farmers and connect more people with locally grown fruits and vegetables.

ALBA has organized the campaign and secured \$8,500 to start the bonus incentive.

The campaign will track the use of food stamp cards in farmers' markets and increase access to fresh local foods.

Agriculture and Land-Based Training Association is seeking tax-deductible donations to help sustain the program, and it will remain active while supplies last.

Markets participating in the campaign have established the ability to accept food stamp cards, which operate similar to a debit card.

### Participating Markets Include:

-Monterey County: King City, Greenfield, Soledad, Natividad Medical Center-Salinas, Marina and Pacific Grove

-San Benito County: Hollister

-Santa Cruz County: Watsonville, Live Oak and Felton

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-- Rachel Zentz, [rzentz@TheCalifornian.com](mailto:rzentz@TheCalifornian.com)

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